For achieving high-speed continuous shooting and increasing the number of shots that can be picked-up continuously, within a limited buffer memory size, an image pickup apparatus is provided with a function of carrying out a first process of storing output data from an image pickup element on a first memory area and a function of carrying out a second process of processing data placed on the first memory area and storing the processed data on a second memory area, and is configured to perform the first and second processes in parallel.

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